

1 of 7

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

$$SC = *$$

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/28-09/28	1	1	1	\$225.00	
	Rating: 1.0											
	2	M	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/01-10/01	1	1	1	\$225.00	
	Rating: 1.0											
	3	TU	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/02-10/02	1	1	1	\$225.00	
	Rating: 1.0											
	4	W	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/03-10/03	1	1	1	\$225.00	
	Rating: 1.0											
	5	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/04-10/04	1	1	1	\$225.00	
	Rating: 1.0											
	6	F	6A-7A	ACTION NWS@6AM	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	Rating: 1.2											
	7	M	6A-7A	ACTION NWS@6AM	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	Rating: 1.2											
	8	TU	6A-7A	ACTION NWS@6AM	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
	Rating: 1.2											

Rep Order#	6838492	Ver#	1	Status	New
EC'd	Yes				

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .NRCC/IE
Product	NRCC IE 2012
Estimate#	2958
Buyer	Tracey Robinson
Phone#	
Fax#	

[illegible]

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Salesperson Phone# 215-567-6005
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	SU	6A-7A	ACTN NWS SU@6A	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
Rating: 1.4												
	21	SU	8A-9A	ACTN NWS SU@8A	:30	\$450.00	09/30-09/30	2	1	2	\$900.00	
Rating: 1.6												
	22	F	11A-12P	ACTN NEWS@11AM	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
Rating: 1.5												
	23	M	11A-12P	ACTN NEWS@11AM	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
Rating: 1.5												
	24	TU	11A-12P	ACTN NEWS@11AM	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
Rating: 1.5												
	25	W	11A-12P	ACTN NEWS@11AM	:30	\$450.00	10/03-10/03	1	1	1	\$450.00	
Rating: 1.5												
	26	TH	11A-12P	ACTN NEWS@11AM	:30	\$450.00	10/04-10/04	1	1	1	\$450.00	
Rating: 1.5												
	27	F	4P-5P	JUDGE JUDY	:30	\$400.00	09/28-09/28	2	1	2	\$800.00	
Rating: 1.6												
	28	M	4P-5P	JUDGE JUDY	:30	\$400.00	10/01-10/01	2	1	2	\$800.00	
Rating: 1.6												
	29	TU	4P-5P	JUDGE JUDY	:30	\$400.00	10/02-10/02	2	1	2	\$800.00	
Rating: 1.6												
	30	W	4P-5P	JUDGE JUDY	:30	\$400.00	10/03-10/03	2	1	2	\$800.00	
Rating: 1.6												

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	31	TH	4P-5P	JUDGE JUDY	:30	\$400.00	10/04-10/04	2	1	2	\$800.00	
Rating: 1.6												
	32	F	5P-530P	ACTION NWS@5PM	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
Rating: 1.9												
	33	M	5P-530P	ACTION NWS@5PM	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
Rating: 1.9												
	34	TU	5P-530P	ACTION NWS@5PM	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
Rating: 1.9												
	35	W	5P-530P	ACTION NWS@5PM	:30	\$500.00	10/03-10/03	1	1	1	\$500.00	
Rating: 1.9												
	36	TH	5P-530P	ACTION NWS@5PM	:30	\$500.00	10/04-10/04	1	1	1	\$500.00	
Rating: 1.9												
	37	M	529P-530P	ABC NWS ADJ	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
Rating: 1.8												
	38	W	529P-530P	ABC NWS ADJ	:30	\$1,000.00	10/03-10/03	1	1	1	\$1,000.00	
Rating: 1.8												
	39	F	6P-7P	ACTION NWS@6PM	:30	\$750.00	09/28-09/28	1	1	1	\$750.00	
Rating: 1.5												
	40	M	6P-7P	ACTION NWS@6PM	:30	\$750.00	10/01-10/01	1	1	1	\$750.00	
Rating: 1.5												
	41	TU	6P-7P	ACTION NWS@6PM	:30	\$750.00	10/02-10/02	1	1	1	\$750.00	
Rating: 1.5												

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	42	W	6P-7P	ACTION NWS@6PM	:30	\$750.00	10/03-10/03	1	1	1	\$750.00	
Rating: 1.5												
	43	TH	6P-7P	ACTION NWS@6PM	:30	\$750.00	10/04-10/04	1	1	1	\$750.00	
Rating: 1.5												
	44	SU	6P-630P	ACTION NWS@6PM	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
Rating: 1.8												
	45	F	7P-730P	ACCESS HOLLYWD	:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
Rating: 1.2												
	46	M	7P-730P	ACCESS HOLLYWD	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
Rating: 1.2												
	47	TU	7P-730P	ACCESS HOLLYWD	:30	\$400.00	10/02-10/02	1	1	1	\$400.00	
Rating: 1.2												
	48	W	7P-730P	ACCESS HOLLYWD	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
Rating: 1.2												
	49	TH	7P-730P	ACCESS HOLLYWD	:30	\$400.00	10/04-10/04	1	1	1	\$400.00	
Rating: 1.2												
	50	F	730P-8P	MILLIONAIRE	:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
Rating: 1.2												
	51	M	730P-8P	MILLIONAIRE	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
Rating: 1.2												
	52	TU	730P-8P	MILLIONAIRE	:30	\$400.00	10/02-10/02	1	1	1	\$400.00	
Rating: 1.2												

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	53	W	730P-8P	MILLIONAIRE	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
	Rating: 1.2											
	54	TH	730P-8P	MILLIONAIRE	:30	\$400.00	10/04-10/04	1	1	1	\$400.00	
	Rating: 1.2											
	55	SA	5P-830P	SAT NT FTB	:30	\$3,500.00	09/29-09/29	1	1	1	\$3,500.00	
	Rating: 3.8											
	56	F	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	09/28-09/28	1	1	1	\$1,200.00	
	Rating: 2.6											
	57	M	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	10/01-10/01	1	1	1	\$1,200.00	
	Rating: 2.6											
	58	TU	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	10/02-10/02	1	1	1	\$1,200.00	
	Rating: 2.6											
	59	W	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	10/03-10/03	1	1	1	\$1,200.00	
	Rating: 2.6											
	60	TH	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	10/04-10/04	1	1	1	\$1,200.00	
	Rating: 2.6											
	61	F	1135P-1205A	ABC-NITELINE	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	Rating: 1.3											
	62	M	1135P-1205A	ABC-NITELINE	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	Rating: 1.3											
	63	TU	1135P-1205A	ABC-NITELINE	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
	Rating: 1.3											

Station KTNV-TV LAS VEGAS, NV

Advertiser () .NRCC/IE

Product NRCC IE 2012

Estimate# 2958

Buyer Tracey Robinson

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2958

Flight Dates 09/28/2012 - 10/04/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

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	64	W	1135P-1205A	ABC-NITELINE	:30	\$450.00	10/03-10/03	1	1	1	\$450.00	
Rating: 1.3												
	65	TH	1135P-1205A	ABC-NITELINE	:30	\$450.00	10/04-10/04	1	1	1	\$450.00	
Rating: 1.3												

---REPORT TOTALS---

Report Totals: 73 / \$39,750.00

---SALES MONTHLY TOTALS---

Sep 12: 23 / \$13,450.00

Oct 12: 50 / \$26,300.00

Sales Totals: 73 / \$39,750.00

Station Totals: 73 / \$39,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$198,750	KBLR	0%	KLAS	20%	KSNV	29%	KTNV	20%	KTUD	0%
		KVCW	0%	KVMY	3%	KVVU	28%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books

NOV10, MAY11, ENOV11

Demos

RA35+

--- CREDIT RISK ---

CASH IN ADVANCE